

**EXHIBIT 1**

# Jon Roman Presentation

the company for women

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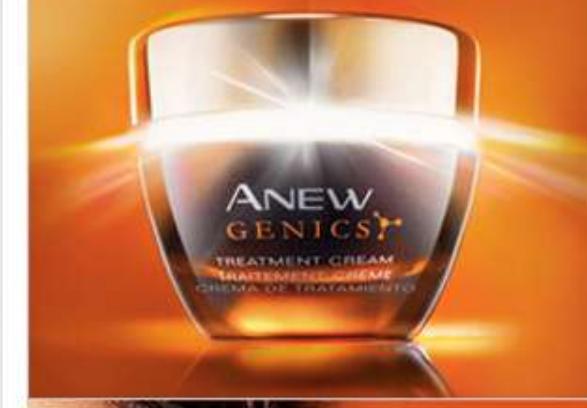
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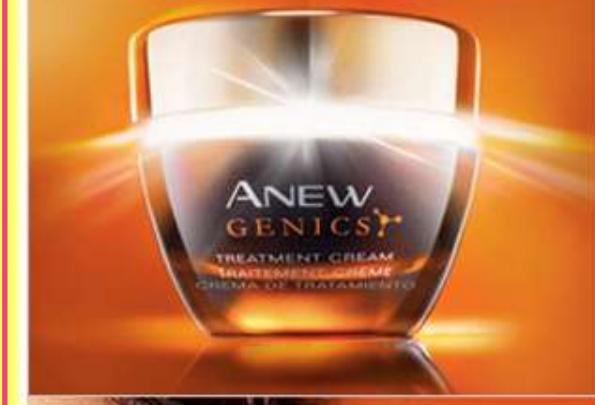
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Tomorrow starts today

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# Three Ways to Purchase a Product Online at Avon.com

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## 1. Attached Personal Delivery

# Three Ways to Purchase a Product Online at Avon.com

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1. Attached Personal Delivery

**2. Attached Direct Delivery**

# Three Ways to Purchase a Product Online at Avon.com

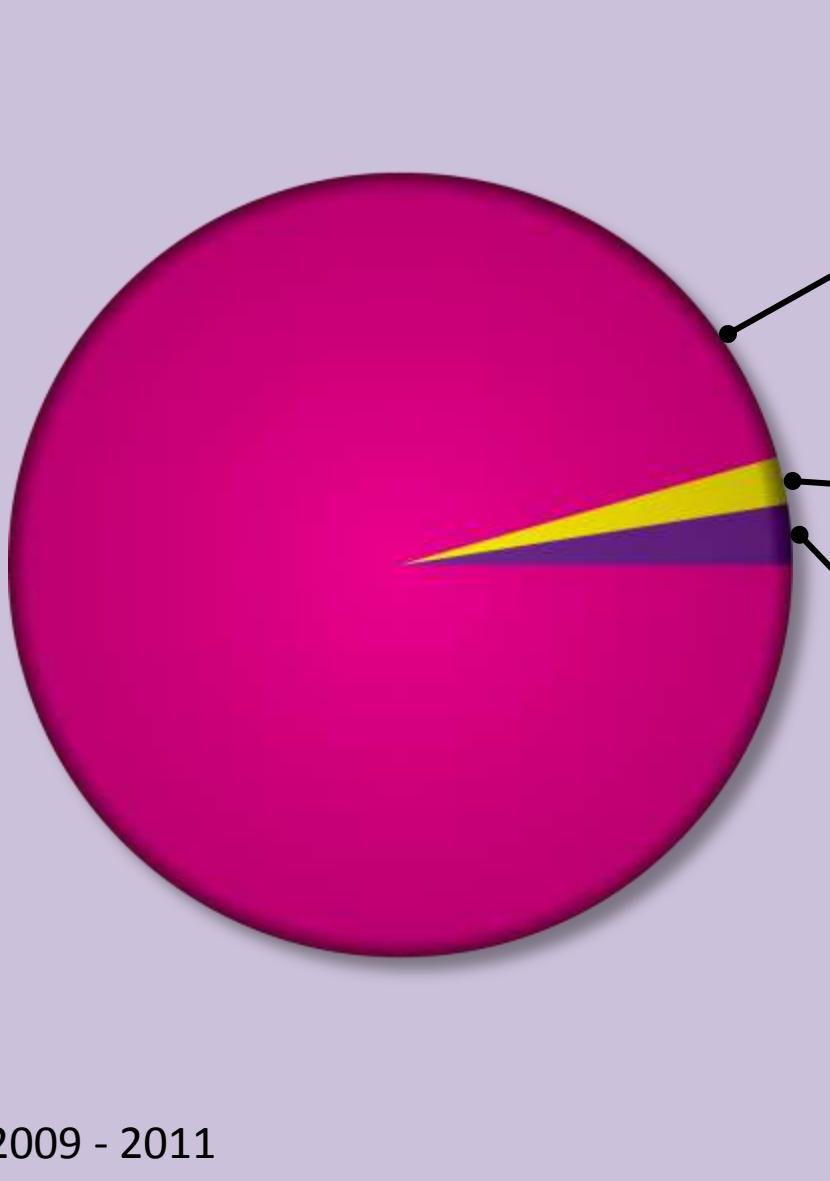
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1. Attached Personal Delivery

2. Attached Direct Delivery

**3. Unattached Direct Delivery**

# Total Online Business



**yourAVON.com  
Representative Orders**

95.69%

*Includes Avon.com attached  
personal delivery orders*

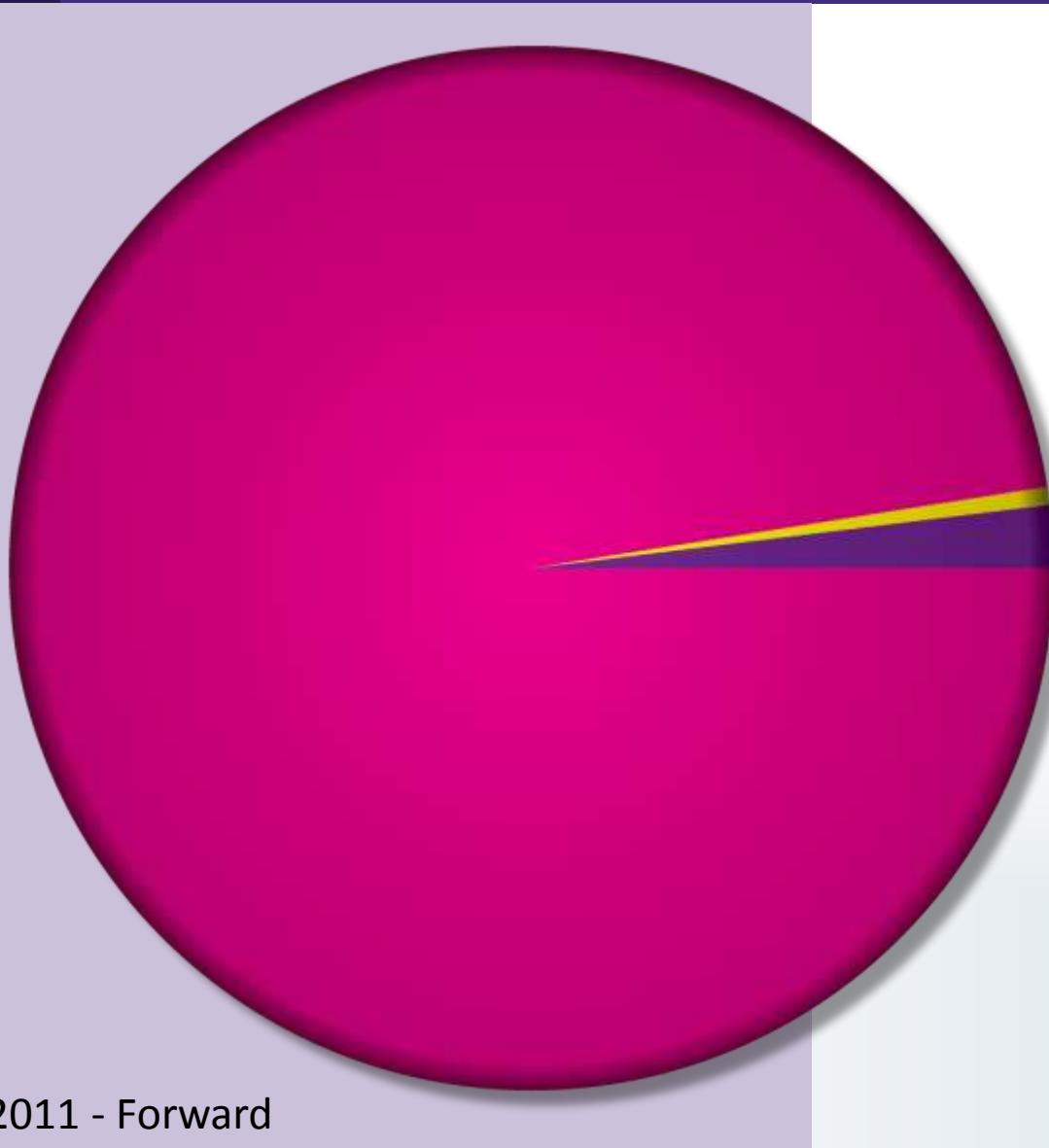
**Avon.com  
Unattached Direct Delivery**

1.84%

**Avon.com  
Attached Direct Delivery**

2.47%

# Total Online Business – What the Future Holds ...



“When the representatives are successful, Avon is successful.”

**Youravon Purchase Path by Visit (11/7/11)***Attorney Client Privileged Information*

	2006	2007	2008	2009	2010	2011
Item Entry Page	8,117,800	23,159,545	26,188,817	30,802,146	29,780,858	20,195,089
Shop Brochure Page	1,799,591	6,217,144	7,675,810	8,943,640	8,394,735	5,525,062
Order Confirmation Page	527,773	1,857,523	2,194,852	2,554,534	2,378,418	1,607,342
Item Entry Page	8,117,800	23,159,545	26,188,817	30,802,146	29,780,858	20,195,089
Order Confirmation Page	2,787,913	8,423,739	8,977,288	10,406,222	10,118,285	7,039,602
Order Confirm with visit to Brochure Page						
Path %	19%	22%	24%	25%	24%	23%